

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

| | | |
|-----------------------|--------------------------|--------------------|
| Contract / Revision | | Alt Order # |
| 364714 / | | 06867214 |
| Product | | |
| :30 Schedule A | | |
| Contract Dates | Estimate # | |
| 10/25/12 - 10/31/12 | 2058 | |
| Advertiser | Original Date / Revision | |
| Obama for America | 10/24/12 / 10/24/12 | |
| Billing Cycle | Billing Calendar | Cash/Trade |
| EOM/EOC | Broadcast | Cash |
| Station | Account Executive | Sales Office |
| WTMJ | Anjanette Brady | Petry-Philadelphia |
| Special Handling | | |
| Demographic | | |
| Households | | |
| IDB# | Advertiser Code | Product Code |
| | 95 | 101 |
| Agency Ref | Advertiser Ref | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | | Amount |
|-------|----------|-------------------|-----------------|------------------------------|----------------|----------|--------|-------------------|-------------|------|-------|------------|--------|
| | | | | | | | | | | | Spots | Amount | |
| N 1 | WTMJ | 10/25/12 | 10/26/12 | Live at Daybreak-Early | 5a-6a | | :30 | | | NM | 1 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | ---TF--- | | | | | 1 | \$450.00 | | | | |
| N 2 | WTMJ | 10/29/12 | 10/31/12 | Live at Daybreak-Early | 5a-6a | | :30 | | | NM | 1 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/29/12 | 11/04/12 | MTW--- | | | | | 1 | \$450.00 | | | | |
| N 3 | WTMJ | 10/25/12 | 10/26/12 | Live at Daybreak | 6a-7a | | :30 | | | NM | 1 | \$750.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | ---TF--- | | | | | 1 | \$750.00 | | | | |
| N 4 | WTMJ | 10/29/12 | 10/31/12 | Live at Daybreak | 6a-7a | | :30 | | | NM | 1 | \$750.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/29/12 | 11/04/12 | MTW--- | | | | | 1 | \$750.00 | | | | |
| N 5 | WTMJ | 10/25/12 | 10/26/12 | Today Show M-F | 7a-9a | | :30 | | | NM | 2 | \$1,400.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | ---TF-- | | | | | 2 | \$700.00 | | | | |
| N 6 | WTMJ | 10/29/12 | 10/31/12 | Today Show M-F | 7a-9a | | :30 | | | NM | 3 | \$2,100.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/29/12 | 11/04/12 | MTW--- | | | | | 3 | \$700.00 | | | | |
| N 7 | WTMJ | 10/27/12 | 10/27/12 | Today Show Saturday | 6a-8a | | :30 | | | NM | 1 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$450.00 | | | | |
| N 8 | WTMJ | 10/27/12 | 10/27/12 | Live at Daybreak-Sat. 8a-10a | 8a-10a | 8am-10am | | | | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$500.00 | | | | |
| N 9 | WTMJ | 10/28/12 | 10/28/12 | Live at Daybreak-Sun. 6a-7a | 6a-7a | 6am-7am | | | | NM | 1 | \$400.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$400.00 | | | | |
| N 10 | WTMJ | 10/28/12 | 10/28/12 | Today Show Sunday | 7a-8a | | :30 | | | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$500.00 | | | | |
| N 11 | WTMJ | 10/28/12 | 10/28/12 | Live at Daybreak-Sun. 8a-9a | 8a-9a | 8am-9am | | | | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$500.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|---------------------------|----------------|------|--------|----------------|----------|------|-------|----------|
| | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | | | | | | | |
| | | Start Date | End Date | Weekdays | | | | | | | | |
| N 12 | WTMJ | 10/28/12 | 10/28/12 | Meet the Press | 9am-10am | | :30 | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | |
| Week: 10/22/12 | | | | -----S | | | | 1 | \$900.00 | | | |
| | | | | | | | | | | | | |
| N 13 | WTMJ | 10/28/12 | 10/28/12 | Sunday Insight | 10am-1030am | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$400.00 | | | |
| Week: 10/22/12 | | | | -----S | | | | | | | | |
| | | | | | | | | | | | | |
| N 14 | WTMJ | 10/25/12 | 10/26/12 | The Morning Blend | 9a-10a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$150.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 15 | WTMJ | 10/29/12 | 10/31/12 | The Morning Blend | 9a-10a | | :30 | | | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 2 | \$150.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 16 | WTMJ | 10/25/12 | 10/26/12 | Today Show II | 10a-11a | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$225.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 17 | WTMJ | 10/29/12 | 10/31/12 | Today Show II | 10a-11a | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$225.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 18 | WTMJ | 10/25/12 | 10/26/12 | Today Show III | 11a-12n | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$225.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 19 | WTMJ | 10/29/12 | 10/31/12 | Today Show III | 11a-12n | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$225.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 20 | WTMJ | 10/29/12 | 10/31/12 | Live at Noon | 12p-1230p | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$400.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 21 | WTMJ | 10/25/12 | 10/26/12 | Live at 12:30 | 1230p-1p | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$400.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 22 | WTMJ | 10/25/12 | 10/26/12 | Days of Our Lives | 1p-2p | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$300.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 23 | WTMJ | 10/29/12 | 10/31/12 | Days of Our Lives | 1p-2p | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$300.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 24 | WTMJ | 10/25/12 | 10/26/12 | Access Hollywood Live-2pm | 2pm-3pm | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$200.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 25 | WTMJ | 10/29/12 | 10/31/12 | Access Hollywood Live-2pm | 2pm-3pm | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$200.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 26 | WTMJ | 10/25/12 | 10/26/12 | Live at 3:00 News | 3p-4p | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 1 | \$225.00 | | | |
| Week: 10/22/12 | | | | ---TF-- | | | | | | | | |
| | | | | | | | | | | | | |
| N 27 | WTMJ | 10/29/12 | 10/31/12 | Live at 3:00 News | 3p-4p | | :30 | | | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | 2 | \$225.00 | | | |
| Week: 10/29/12 | | | | MTW--- | | | | | | | | |
| | | | | | | | | | | | | |
| N 28 | WTMJ | 10/25/12 | 10/26/12 | Live at 4:00 News | 4p-430p | | :30 | | | NM | 1 | \$500.00 |
| | | | | | | | | | | | | |

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| 10/25/12 - 10/31/12 | :30 Schedule A | 2058 |

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| Obama for America | 10/24/12 / 10/24/12 |

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| | |
|-------------------|--------------------------|
| Advertiser | Original Date / Revision |
| Obama for America | 10/24/12 / 10/24/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| | | | | | | | | | | | | |
| N 45 | WTMJ | 10/25/12 | 10/25/12 | 30 Rock/Up All Night | 7p-8p | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$2,500.00 | | | |
| N 46 | WTMJ | 10/26/12 | 10/26/12 | Grimm | 8p-9p | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---F-- | | | | 1 | \$2,500.00 | | | |
| N 47 | WTMJ | 10/27/12 | 10/27/12 | Drama Encores | 7p-8p | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$600.00 | | | |
| N 48 | WTMJ | 10/27/12 | 10/27/12 | Drama Encores | 9-10p | | :30 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$800.00 | | | |
| N 49 | WTMJ | 10/25/12 | 10/26/12 | Live at 10pm M-F | 10p-1035p | | :30 | | | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | | | 2 | \$1,800.00 | | | |
| N 50 | WTMJ | 10/29/12 | 10/31/12 | Live at 10pm M-F | 10p-1035p | | :30 | | | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTW--- | | | | 3 | \$1,800.00 | | | |
| N 51 | WTMJ | 10/27/12 | 10/27/12 | Live at 10pm Saturday | 10p-1030p | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$1,800.00 | | | |
| N 52 | WTMJ | 10/28/12 | 10/28/12 | Live at 10pm Sunday | 10:30-11:05pm | | :30 | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,250.00 | | | |
| N 53 | WTMJ | 10/25/12 | 10/26/12 | Tonight Show | 1035p-1137p | | :30 | | | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | | | 2 | \$800.00 | | | |
| N 54 | WTMJ | 10/29/12 | 10/31/12 | Tonight Show | 1035p-1137p | | :30 | | | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTW--- | | | | 3 | \$800.00 | | | |
| N 55 | WTMJ | 10/25/12 | 10/26/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | | | 1 | \$300.00 | | | |
| N 56 | WTMJ | 10/29/12 | 10/31/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTW--- | | | | 1 | \$300.00 | | | |
| N 57 | WTMJ | 10/27/12 | 10/27/12 | Saturday Night Live | 1030p-1205a | | :30 | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$1,250.00 | | | |
| N 58 | WTMJ | 10/28/12 | 10/28/12 | Football Night in America | 6pm-7:15pm | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | 1 | \$2,500.00 | | | |
| N 59 | WTMJ | 10/28/12 | 10/28/12 | NFL Sunday Night Football | 7:15pm-10:30pm | | :30 | | | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | 1 | \$7,000.00 | | | |

Totals

73 \$72,275.00

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| Advertiser | | Original Date / Revision |
| Obama for America | | 10/24/12 / 10/24/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/28/12 | 41 | \$39,325.00 | \$33,426.25 |
| 10/29/12 - 10/31/12 | 32 | \$32,950.00 | \$28,007.50 |
| Totals | 73 | \$72,275.00 | \$61,433.75 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.